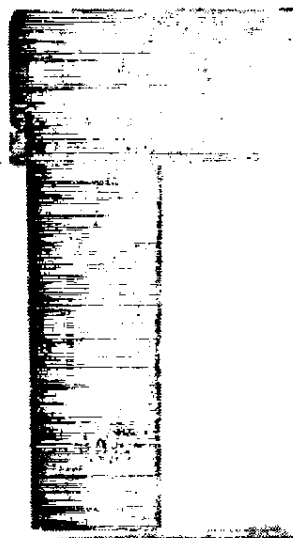


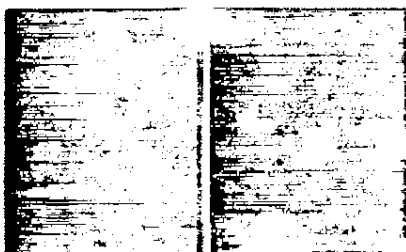
The answer to smoking today...



You get rich taste.
They get less smoke.

Benson & Hedges
LVS

means Less Visible Smoke.



Visible smoke from
a regular cigarette

Less Visible Smoke
from LVS

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

2045625698